

Mustapha Henini

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Hotel Management Professional

Accomplished professional with extensive experience in operations management, business development, sales and marketing, client services, and process improvements, ensuring high-quality control and risk mitigation.

Solid history of success in defining and leading overall business operations, developing business strategies, creating operational and commercial structures for business growth. Adept at identifying business opportunities and increasing revenue growth through innovative marketing initiatives, promotions/campaigns, and business partnerships. Stellar record of revitalizing operational performance with a keen focus on continual process improvement and value-added solutions to improve overall organizational performance and aligned deliverables. Strategic planner known for event planning and execution, material planning, resource allocation, mobilization, cost control, and contract negotiation. Expertise in conducting training, development programs, and building and leading cross-functional teams to achieve shared visions and goals. Articulate communicator with ability to build rapport and productive relationships with key clients to realize organizational objectives.

Areas of Expertise

- Strategic Planning & Analysis
- Sales & Marketing Management
- Risk Assessment & Mitigation
- New Business Development
- Change Management
- Campaigns Management & Initiative
- Continuous Process Improvement
- Budgeting & Forecasting
- KPI Performance Management
- Project Management Lifecycle
- Customer Service / Experience
- Market Research & Analysis
- Client Relationship Management
- Cross-team Collaboration
- Team Building & Leadership

Accomplishments

- Formulated and executed a new marketing strategy to increase customer base by 20% and launched two F&B outlets at Fraser Suites Doha.
- Boosted revenue by 20% within one year by revamping market segmentation and enhancing resource allocations.
- Secured and maintained property ranking above 85% on all online platforms as well as nurtured productive relationships with client's increase productivity.
- Devised and developed Marriott international policy and procedures for two properties along with rendered expertise to complete Marriott Property Improvement Plans (PIP for MEA) for both properties to increase business efficiency.
- Established The Royal Riviera Hotel Doha for the Owner of Fraser Suites Doha by collaborating with 4-member team.

Career Experience

Cluster General Manager, Marriott Executive Apartment, Doha Qatar

07/2019 – Present

Deliver customised solutions to clients to ensure client satisfaction and meet requirements. Steer significant efforts to create effective business plans to align strategic decisions with long-term objectives as well as generate leads to acquiring new clients. Coach and mentor department heads and provide support and training to achieve top client satisfaction and maximise efficiency. Provide assistance in top-level decision-making and strategy planning by building productive relationships with top leaders and serving as a key advocate for various personnel issues. Streamline operational activities

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through effective staffing, strong training, adherence to food safety and sanitation regulations, and well-timed customer service. Oversee all internal/external audits in line with regulatory compliance to ensure adherence to policies and procedures. Increase loyal account base and build long-term business relationships with corporate and government accounts to generate revenue and increase business performance.

Key Contributions:

- Implemented quality-driven strategies to increase revenue streams by reducing costs, managing market segments, and performing variance/risk analysis to implement corrective actions.
- Directed and built procurement team for FFE and OSE as well as administered POP and OSE budget for two properties to achieve organizational objective.
- Spearheaded and executed innovative programs to increase employee loyalty and reduce turnover.

General Manager, Fraser Suites Doha - Doha, Qatar

02/2011 – 07/2019

Oversaw project management lifecycle and decreased financial inconsistencies while evaluating and verifying periodic P&L reports. Implemented brand strategies to increase brand awareness by monitoring all marketing campaigns, fostering membership acquisitions, and business development.

Key Contributions:

- Launched Fraser Suites Doha and achieved 80% Occupancy for the first year in operation in 2011.
- Provided strategic leadership along with trained, coached, and mentored team leaders to ensure smooth adoption of new PMS.
- Leveraged market/industry knowledge to recruit and train four internal candidates for potential management role opportunities; developed and implemented new policies set by corporate head office.

Additional Experience

General Manager 10/2006 to 01/2011

Fraser Hospitality UK Ltd - Greater London, England

General Manager 03/2002 to 10/2006

The Ascott Group (Somerset Queens Gate) - Greater London, England

General Manager 01/2000 to 02/2002

The Ascott Group (Somerset Princess Square) - Greater London, England

Education & Credentials

Master of Science Business Management

Don State Technical University - Rostov, Rostovskaya Oblast

Master of Science

London South Bank University - Greater London, England